

FIELDMAN Glenn CarrollDATE 10-1-84*INSPECTION TYPE Complete UnannouncedCONTRACT # Fil Miami 05-17BILLING LIST USED 7/25/84POSTING INSPECTION FORMPROGRAM Spanish PoolMARKET Miami, Fla T/A 3K0 INSPECTION DATE 8/13-17/84PLANT Ackerley TAB AUDIT 1981 LAST INSPECTION NAMEDIA VALUESPANISH POOL SUMMARY

SHOWING SIZE (GRP'S)	<u>#15 (20)</u>
COST/MONTH	<u>6940.00</u>
TOTAL # PANELS	<u>20</u>
ILLUMINATED PANELS	<u>20</u>
CONTRACTED FOR	<u>19</u>
MARKET POPULATION	<u>1768.0</u>
D.E.C.	<u>349.0</u>
GUARANTEED D.E.C.	<u>373.7</u>
IMPRESSION RATING	<u>48.7</u>
% P.M. SINGLE PANELS	<u>70</u>
% PLANT SINGLE PANELS	<u>40</u>

FIELD IMPRESSION OF SHOWING

HIGHLY VISIBLE, WELL DISTRIBUTED	<u> </u>
VISIBLE, GOOD DISTRIBUTION	<u> </u>
VISIBLE, RESTRUCTURED DISTRIBUTION	<u>✓</u>
RECOMMENDED CANCELLATION	<u> </u>

* Complete or partial/announced or unannounced

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SHOWING
QUALITATIVE ANALYSIS

DISTRIBUTION ANALYSIS

PANEL RATING	EXISTING	APPROVED	TYPE	# OF LOCATIONS
100			Point of Purchase	<u>5</u>
75	<u>1</u>	<u>3</u>	Commercial	<u>8</u>
50	<u>9</u>	<u>13</u>	Industrial	<u>2</u>
25	<u>4</u>	<u>4</u>	Central Business	<u>2</u>
0	<u>6</u>		Residential	<u>3</u>
			T & S	
RATING	<u>31.2</u>	<u>48.7</u>	Military	
			Expressway	
			Stoplight Approaches	<u>4</u>

*MARKET PRESENCE

PHILIP MORRIS IS:	RJR	B & W	LORILLARD	AMERICAN	L & M
MORE DOMINANT					
EQUAL TO					
LESS DOMINANT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

*Compare strongest competitive showing with this pool

OVERALL PLANT CONDITION

LIGHTING	<input checked="" type="checkbox"/> Fluorescent	<input checked="" type="checkbox"/> Incandescent	<input type="checkbox"/> Other
LIGHTING QUALITY	<input type="checkbox"/> Excellent	<input checked="" type="checkbox"/> Acceptable	<input type="checkbox"/> Poor <input type="checkbox"/> Not Checked
POSTING CONDITION	<input checked="" type="checkbox"/> Neat & Clean	<input type="checkbox"/> Poorly Posted	<input type="checkbox"/> Flagging
STRUCTURE MAINTENANCE	<input type="checkbox"/> Well Maintained	<input checked="" type="checkbox"/> Acceptable	<input type="checkbox"/> Poor

DISCUSSION (Problems/recommended solution/other recommendations)*See Attached*☒ Summary form attached

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